

Message Text

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17

ACTION EA-10

INFO OCT-01 ISO-00 SS-15 NSC-05 CIAE-00 COME-00 EB-07

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FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 4069

INFO USLO PEKING

AMEMBASSY TOKYO

LIMITED OFFICIAL USE HONG KONG 2391

E.O. 11652: N/A

TAGS: ETRD, EEWT, CH, JA

SUBJ: SPECIALIZED MINI-FAIRS IN THE PRC REFLECT GREATER
AWARENESS OF NEED TO RESPOND TO MARKET REQUIREMENTS

REFS: A) PEKING 258

B) PEKING 317

C) PEKING 358

D) 1974 HONG KONG A-45

1. THE CHINA NATIONAL NATIVE PRODUCE AND ANIMAL BY-PRODUCTS CORPORATION (NATIVE PRODUCE) AND THE CHINA NATIONAL TEXTILES CORPORATION (CHINATEX) APPEAR TO BE THE MAIN FORCES AT PRESENT BEHIND THE MINI-FAIRS. IN ADDITION TO THE MINI-FAIRS ON FOREST PRODUCTS, CARPETS, AND FURS REPORTED IN REFTELS, TAKAHASHI OF THE JAPANESE CONGEN HONG KONG NOTES THAT JAPANESE TRADERS HAVE BEEN INVITED TO SHANGHAI SOMETIME IN MARCH FOR A "SKI WEAR" GARMENTS FAIR, PRESUMABLY SPONSORED BY CHINATEX. THOUGH IN THE PAST CHINATEX HAS SPONSORED GARMENT FAIRS IN SHANGHAI, PRIMARILY FOR THE JAPANESE MARKET, THIS IS THE FIRST TIME WE HAVE HEARD OF A FAIR LIMITED TO SUCH A SPECIFIC LINE OF GARMENTS. A CHRISTIAN SCIENCE MONITOR REPORTER, WHO INDEPENDENTLY HEARD OF THE GARMENT FAIR,
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SAID THAT CHINA RESOURCES COMPANY WAS UNABLE TO CONFIRM

OR DENY THE REPORT.

2. ALTHOUGH NATIVE PRODUCE INVITED FOREIGN FIRMS TO CANTON, THE GOODS DISPLAYED AT THE BAMBOO FAIR WERE STILL THE SAME CHINESE-STYLE CONSUMER ITEMS PRIMARILY FOR THE HONG KONG MARKET, ACCORDING TO HONG KONG BUSINESSMAN, Y. Y. WONG. HE NOTICED NO NEW STYLE GOODS ON DISPLAY.

3. SOME LIGHT WAS SHED ON THE BACKGROUND OF THESE MINI-FAIRS BY JOSE SUAREZ, WHO BUYS PRC GOODS FOR COCA-COLA'S PIER ONE IMPORTS SUBSIDIARY. NATIVE PRODUCE OFFICIALS TOLD SUAREZ IN FEBRUARY-MARCH 1974 THAT THE MINI-FAIRS WOULD BE BROADENED IN SCOPE TO INCLUDE MORE FOREIGN BUSINESSMEN, FOR PRECISELY THE REASONS CITED IN REFTELS SUCH AS A MORE RELAXED ATMOSPHERE, MORE INDIVIDUAL ATTENTION, AND MORE DISCUSSION OF DESIGN, PACKAGING AND PRICING PROBLEMS. THOUGH THE INCREASE IN MINI-FAIRS MAY BE RELATED TO CURRENT WEAKNESS IN EXPORT MARKETS, IT ALSO SEEMS TO REFLECT GROWING AWARENESS AMONG NATIVE PRODUCE AND CHINATEX OFFICIALS THAT THEY MUST PAY GREATER ATTENTION TO THE MARKETING REQUIREMENTS OF THE EXPORT MARKET.

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